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400 Broad Street
Pittsburgh, Pennsylvania 15143
Phone: (412) 741-8400
Fax: (412) 741-9292
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FACSIMILE COVER SHEET

To: Assistant Commissioner for Patents
Fax Number: (703) 308-6916

From: Stanley D. Ference III
Date: August 20, 2004
Pages: 5 pages (including this cover sheet)

MESSAGE:

Serial No. 09/804,735
(696.002)

Transmittal
Revocation of Power of Attorney With New Power of Attorney and
Change of Correspondence Address
Change in Correspondence Address

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

696.002
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In re Application of : Srinivasan et al.
Serial No. : 09/804,735 Examiner : J. Janvier
Filed : March 13, 2001 Art Unit : 3622
For : METHOD AND APPARATUS FOR DETERMINING
THE EFFECTIVENESS OF INTERNET
ADVERTISING

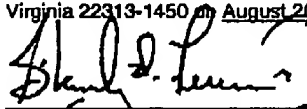
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August 20, 2004

TRANSMITTAL LETTER

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being facsimile transmitted on (703) 308-6916 to the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 on August 20, 2004.

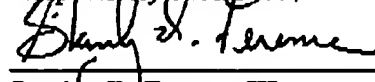

Stanley D. Ference III
Reg. No. 33,879

August 20, 2004
Date of Signature

Sir:

Transmitted herewith is 1) A Revocation of Power of Attorney With New Power of Attorney and Change of Correspondence Address (in two parts) and 2) A Change in Correspondence Address for the above-identified application. Please update your records accordingly.

Respectfully submitted,


Stanley D. Ference III
Registration No. 33,879

Customer No. 35195
FERENCE & ASSOCIATES
400 Broad Street
Pittsburgh, Pennsylvania 15143
(412) 741-8400 - Telephone
(412) 741-9292 - Facsimile

Attorneys for Applicants

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**REVOCATION OF POWER OF ATTORNEY WITH NEW POWER OF ATTORNEY
AND CHANGE OF CORRESPONDENCE ADDRESS**

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Applicants hereby revoke all powers of attorney previously given.

Applicants hereby appoint Stanley D. Ference III (Reg. No. 33,879), an attorney admitted to one or more bars of the states of the United States, their attorney to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Please change the correspondence address for the above-identified application to the address associated with **Customer Number 35195**.

July 20,
Dated: June __, 2004
KS

Kannan Srinivasan

Kannan Srinivasan, Applicant

Dated: June __, 2004

Michael I. Shamos, Applicant

696.002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Please change the correspondence address for the above-identified application to the
address associated with Customer Number 35195.

Dated: June __, 2004

Kannan Srinivasan, ApplicantDated: ^{4th} June 3, 2004


Michael I. Shamos, Applicant